

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM770349

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EAST WEST BANK		11/28/2022	Banking Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SMAATO, INC.		
Street Address:	240 Stockton Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94108		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5683525	O	
CORRESPONDENCE DATA			
Fax Number:	3128637806		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3128637198		
Email:	nancy.brougher@goldbergkohn.com		
Correspondent Name:	Nancy J. Brougher, Paralegal		
Address Line 1:	c/o Goldberg Kohn Ltd.		
Address Line 2:	55 East Monroe, Suite 3300		
Address Line 4:	CHICAGO, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	7562.015		
NAME OF SUBMITTER:	Nancy Brougher		
SIGNATURE:	/njb/		
DATE SIGNED:	11/28/2022		
Total Attachments: 9			
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RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS RELEASE OF INTELLECTUAL PROPERTY SECURITY AGREEMENT ("Release") is made as of this 28 day of November, 2022, by EAST WEST BANK, a California banking corporation ("Secured Party"), in favor of SMAATO, INC., a California corporation (the "Company").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Secured Party hereby releases all liens and security interests granted by Company in favor of Secured Party in the copyrights, patents, trademarks and mask works set forth on Exhibits A, B, C, and D attached hereto pursuant to that certain Intellectual Property Security Agreement, dated as of April 15, 2019, executed by Company in favor of Secured Party and recorded with the United States Patent and Trademark Office on April 15, 2019 at Reel/Frame 6618/0790.

[Signature Page Follows]

IN WITNESS WHEREOF, Secured Party has caused this Release to be executed by its authorized officer as of the date of this Release.

EAST WEST BANK

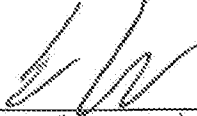
By: 
Name: Eric Watson
Title: Deputy Authorized Signatory

EXHIBIT A

Copyrights

None.


EXHIBIT B

Patents

None.

EXHIBIT C

Trademarks

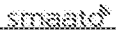
Mark (word and/or design) or name:	Record owner (and beneficial owner, if different)	Trademark Office	Designated Territory	Filing date	Registration date	Registration no. or application serial no.
smaato (word and design) 	Smaato, Inc.	GPTO	Germany	7 September 2005	30 March 2006	Basic registration DE: 30552849 (subsequent International Registration Number: IR1080876)

smaato (word and design) 	Smaato, Inc.	WIPO	CH, EM, JP, KR, NO, SG, US, VN	14 January 2011	14 January 2011	1080876
		Designated countries:				
			US	14 January 2011 (IR)	14 January 2011 (IR)	U.S.: 4144776 International Registration Number: 1080876
			European Union	14 January 2011 (IR)	14 January 2011 (IR)	EU: 1080876 International Registration Number: IR 1080876
			Switzerland	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR 1080876
			Japan	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080876
			Korea Rep.	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080876
			Norway	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080876

Mark (word and/or design) or name:	Record owner (and beneficial owner, if different)	Trademark Office	Designated Territory	Filing date	Registration date	Registration no. or application serial no.
			Singapore	14 January 2011 (IR)	14 January 2011 (IR)	Singapore: T1109124D International Registration Number: IR1080876
			Vietnam	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080876

smaato (word)	Smaato, Inc.	GPTO	Germany	7 September 2005	30 March 2006	Basic registration DE: 30552850 (subsequent International Registration Number: IR1080877)
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smaato (word)	Smaato, Inc.	WIPO	CH, EM, JP, KR, NO, SG, US, VN	14 January 2011	14 January 2011	1080877
		Designated countries:				
			US	14 January 2011 (IR)	14 January 2011 (IR)	U.S.: 4162898 International Registration Number: 1080877
			European Union	14 January 2011 (IR)	14 January 2011 (IR)	EU: 1080877 International Registration Number: IR1080877
			Switzerland	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080877
			Japan	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080877
			Korea Rep.	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080877
			Norway	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1080877
			Singapore	14 January 2011 (IR)	14 January 2011 (IR)	Singapore: T11089781 International Registration Number: IR1080877

Mark (word and/or design) or name:	Record owner (and beneficial owner, if different)	Trademark Office	Designated Territory	Filing date	Registration date	Registration no. or application serial no.
			Vietnam	14 January 2011 (IR)	14 January 2011 (IR)	International Registration Number: IR1680877
mobile ad cloud (word)	Smaato, Inc.	OHIM	European Union	22 February 2011	1 July 2011	009756214
ads for apps (word)	Smaato, Inc.	OHIM	European Union	9 February 2011	30 April 2012	009724527
adsmobi (word)	Adsmobi, Inc.	OHIM	European Union	12 February 2010	14 September 2010	008881476
smaato (word and design) 	Smaato, Inc.	CTMO	China	14 November 2016	28 December 2017	IC 9: 21887541 IC 35: 21887542 IC 38: 21887543 IC 42 (sub-cat. 2-10): 21887544
smaato (word)	Smaato, Inc.	CTMO	China	14 November 2016	28 December 2017	IC 35: 21887540
				7 March 2017	28 February 2018	IC 9: 23044345
				7 March 2017	7 March 2018	IC 38: 23044344
				7 March 2017	14 May 2018	IC 42: 23044343
誉广 (word)	Smaato, Inc.	CTMO	China	23 December 2016	7 February 2018	IC 9: 22368791 IC 35: 22368792 IC 38: 22368793 IC 42: 22368794

Mark (word and/or design) or name:	Record owner (and beneficial owner, if different)	Trademark Office	Designated Territory	Filing date	Registration date	Registration no. or application serial no.
Stylized letter "O" with 2 arcs above it	Smaato, Inc.	USPTO	US	18 January 2018	26 February 2019	5,683,525

EXHIBIT D

Mask Works

None.

Exhibit D

BN 35740926v2

RECORDED: 11/28/2022

**TRADEMARK
REEL: 007902 FRAME: 0897**